

# Collaborating with Competitors to Win



**Real Change Experts™**

Turning frustration into prime performance

# Agenda

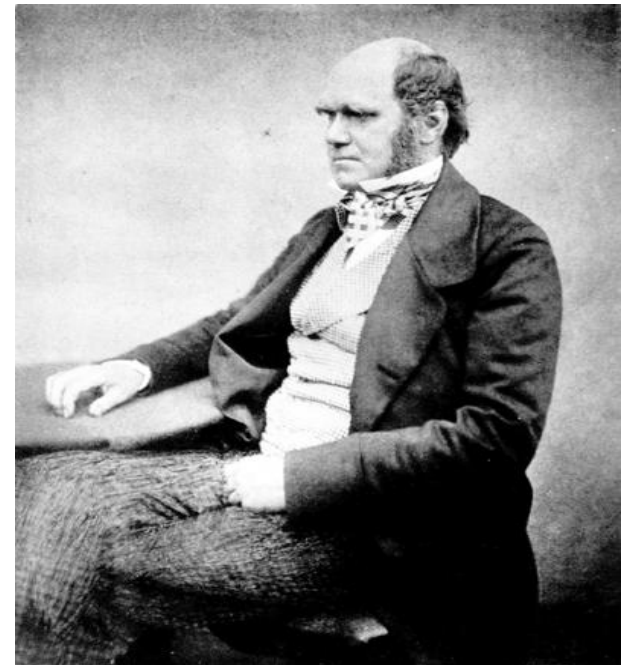
- Introduction
- Reasons to collaborate
- Forms of collaboration
- Defining the partnership
- Approach
- Summary
- Q&A



# Quote

“...those who learned to collaborate and improvise most effectively have prevailed.”

- Charles Darwin



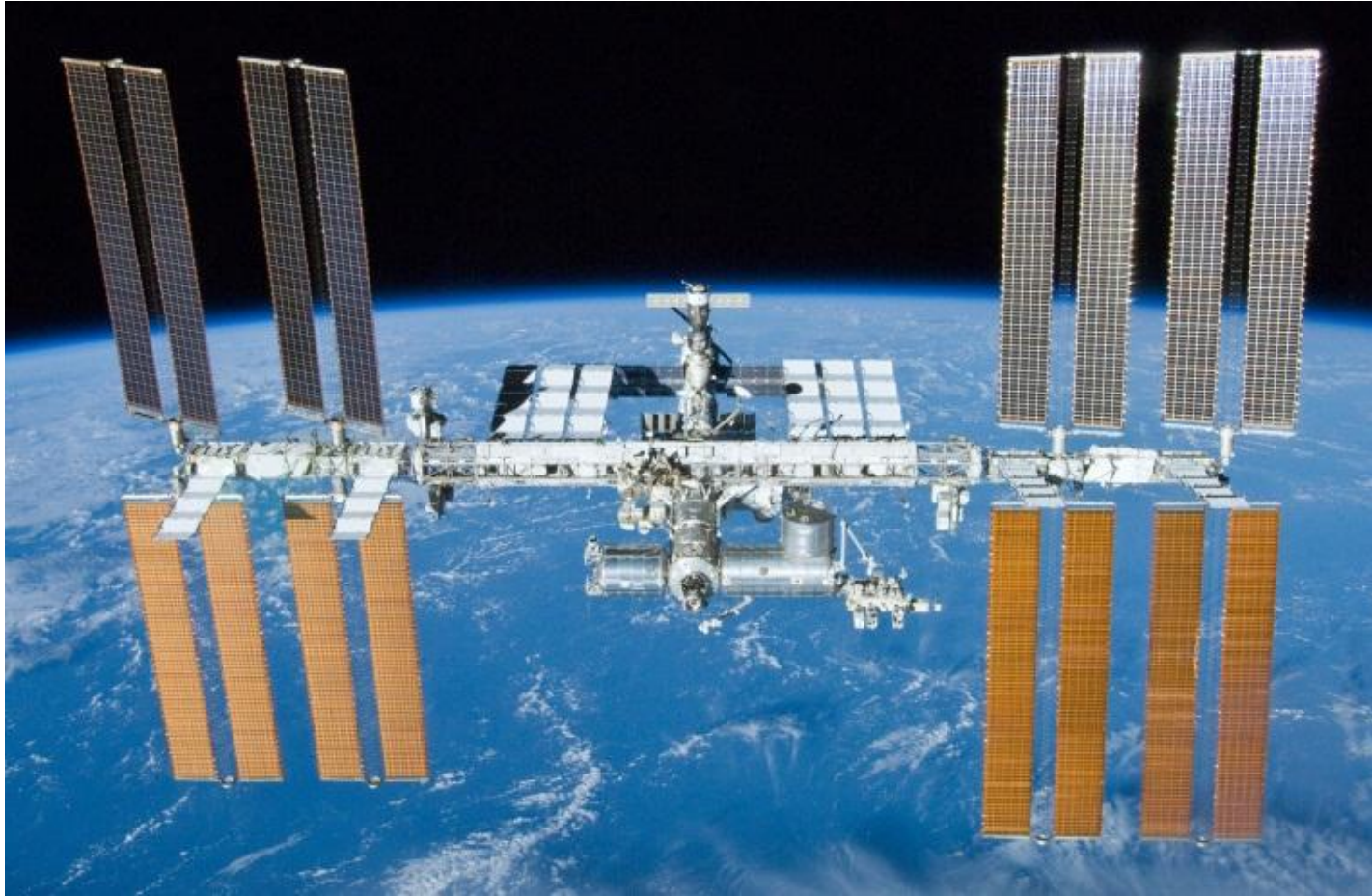
# Dangerous Mindset



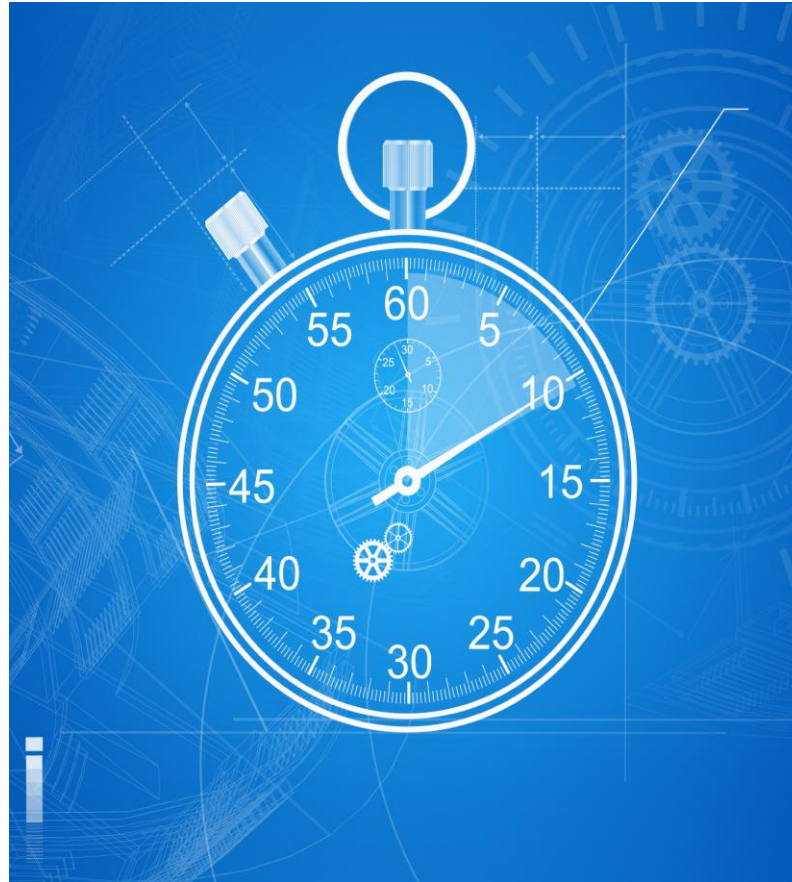
Competitor = Enemy



# Perfect Example of “Enemies” Collaborating



# Number One Reason



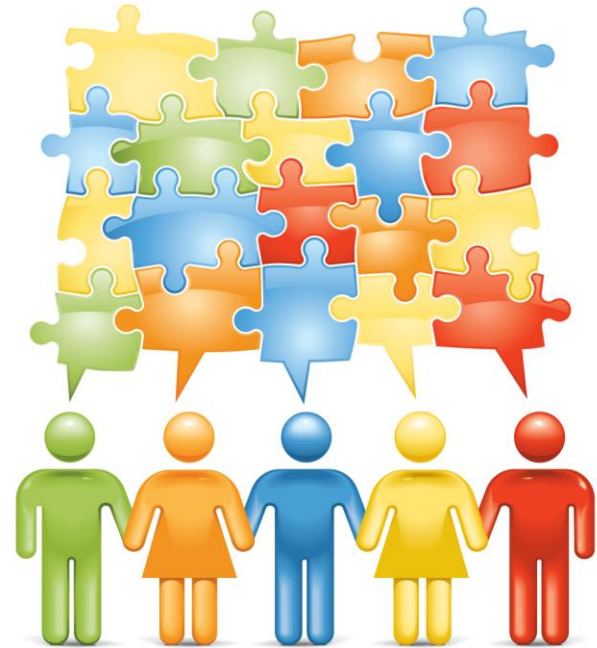
Save time through collaboration

# Reasons to Collaborate

- Stay informed of what your competition is up to
- Increase awareness of trends and threats
- Expand business opportunities
- Gain visibility as a candidate to team
- Strengthen some area of your business
- Get referred

# Types of Collaboration

- Share information
- Affiliate to share prospects and leads
- Team on proposals
- Share technical resources





# Defining the Partnership

- What is your intended outcome?
- What type of arrangement do you want to engage in?
- What do you have to offer a partner?
- What is your criteria for the partnership?



# Start Now

- Experiment with different types of collaborations
- Follow the process and stick to your criteria
- If you get stuck ask for advice
- Do several collaborations simultaneously
- Start now

# Summary

- Expand your business through collaboration
- Clarify your goals and be strategic
- Consider different types of partnerships
- Identify your strengths to offer in trade
- List your criteria for a partner
- Spell out the agreements you need
- Be open to competitors
- Approach the best candidates

# Using collaboration – What can you achieve?



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